

## CHAPTER IV – MOBILITY, PUBLIC SIGNAGE & PARKING

This chapter includes information on vehicular circulation, transit, bikeways, pedestrian walkways, public signage and parking. The information is divided into existing conditions and proposed design standards. The goals of this element of the Specific Plan is to identify standards for mobility, public signing, and parking to be coordinated with high density development within the new planning districts.



### A. Vehicular Circulation

#### A.1 Existing Conditions

The Downtown Village Specific Plan includes a number of circulation element roads. The roads and arterials are one important segment of automobile and pedestrian mobility within the Specific Plan.

The following is a brief summary of the two major roadways in the project area:

Broadway is classified as a four-lane Major Road on the Lemon Grove Circulation Element. In the project area, Broadway runs east-west, parallel with SR 94. Curbside parking along Broadway is generally prohibited due to the presence of Class III bike lanes; however in the vicinity of the Village Core, parking along Broadway is prohibited. Parking for local businesses along Broadway between Lemon Grove Avenue and Grove Street is served by diagonal off-street parking areas on both sides of Broadway. The San Diego Trolley Orange Line

crosses Broadway at-grade just west of Lemon Grove Avenue and Lemon Grove Avenue at-grade just west of Lemon Grove Way.

Lemon Grove Avenue is classified as a four-lane Major Road in the Lemon Grove Circulation Element. Lemon Grove Avenue runs north-south from its northern terminus at SR 94, just north of the project area, to the southern boundary of the City. Within the project area, curbside parking is generally prohibited, with the exception of some sections of parallel parking northbound near Broadway. The San Diego Trolley Orange line is parallel and to the west of Lemon Grove Avenue. At-grade crossings of the Trolley line are reduced to minimize Trolley conflicts with vehicular traffic.

The Downtown Village Specific Plan anticipates three important future projects; the realignment of Lemon Grove Avenue, the Main Street Pedestrian Promenade with an Integrated Transit Plaza and Station and the grade separation of the San Diego Trolley at both Broadway and Lemon Grove Avenue.

The realignment of Lemon Grove Avenue, although not within the Downtown Specific Plan, was a General Plan Amendment adopted by the City Council in June 2007 and included a general discussion of the Main Street Promenade. The realignment of Lemon Grove Avenue considered the closure of Main Street to enhance the circulation patterns at the main entry of the city, to reduce traffic congestion in the downtown area and to promote a pedestrian friendly environment along the Main Street Promenade. The construction of the realignment project is expected to commence in late 2009.

The Main Street Pedestrian Promenade is a concept that eliminates all vehicular traffic circulation on Main Street between Broadway and North Avenue and eliminates through traffic from Pacific Avenue onto Broadway via Main Street. The Main Street Promenade will cater to the needs of the pedestrian while providing strategic and unobtrusive places for vehicle parking and circulation. The promenade concept includes the relocation of the existing pedestrian crossing on Broadway from the east of the trolley/railroad tracks to the west side of the

trolley tracks. The promenade also includes the relocation of the existing bus stop currently located south of Broadway on Main Street to a stop on the south side of Broadway. The new bus stop location and pedestrian crossing provide a more direct, convenient and timely transfer of transit passengers coming and going between the buses, trolley, businesses and residential units. The promenade concept creates a high quality pedestrian realm that will include opportunities for public art, outdoor dining, passive recreation, landscape enhancements, lighting, signage, seating, and safe, convenient access to the bus and trolley.

The Main Street Promenade **north** of Broadway incorporates a public linear park, a transit plaza next to the existing trolley station, and a dedicated lane for the bus stop located on the north side of Broadway. Future private development is expected to incorporate a transit “kiss and ride” drop-off area for trolley riders. Main Street from North Avenue to Broadway will be vacated as a public street and allows for the integrated design of an expanded future development footprint connecting to a strong public pedestrian edge and convenient access to transit services.

The Main Street Promenade **south** of Broadway includes an expansion of the pedestrian plaza around the existing Lemon Monument and eliminates through-traffic between Main Street and Broadway. The new expanded plaza serves as an area for pedestrians waiting to cross Broadway and an important enhanced pedestrian path. The bus stop is relocated from Main Street to a dedicated lane on the south side of Broadway and the area currently utilized by the bus stop on Main Street is converted to vehicle parking area and an enhanced pedestrian plaza.

The Main Street Promenade will occur in phases as development on adjacent properties is constructed. The interim phases are shown in Figure 7. Each phase will encompass safe, convenient, attractive, accessible and comfortable public gathering and walking spaces. The ultimate design concept for the Main Street Promenade is shown on Figure 8.

The grade separation project will significantly reduce the barriers to pedestrian circulation across Broadway and Lemon Grove Avenue as well as ease conflicts with vehicular traffic. The immediate termination of traffic signal preemption by the Trolley would significantly reduce traffic congestion, increase pedestrian safety and allow direct pedestrian crossing of Broadway at Main Street.

## **A.2 Proposed Street Standards**

The streets in Downtown Lemon Grove provide for vehicular circulation throughout the area and access to parking spaces. The improvement standards for streets as identified within the Specific Plan are as follows:

### **Broadway**

- Four travel lanes – two lanes in each direction.
- Center landscaped median.
- Diagonal parking separated from travel lanes by parking median.

### **Lemon Grove Avenue**

- Four travel lanes – two lanes in each direction.
- Center landscaped median.
- Parallel parking generally prohibited, only allow on east side when a 20-foot wide curb lane is available.

### **Lester Avenue**

- Two travel lanes – one lane in each direction.
- Parallel parking allowed.

### **Golden Avenue**

- Two travel lanes – one lane in each direction.
- Parallel parking allowed.

### **Grove Street (west side from Broadway to Specific Plan Boundary)**



- Two travel lanes – one lane in each direction.
- Encourage extension of vehicular circulation from southerly terminus of Grove Street to Golden Avenue. This may take the form of a street, alley or parking area.
- Parallel parking allowed.

#### **Kempf Avenue (south of Broadway to Golden Avenue)**

- Two travel lanes – one lane in each direction.
- Parallel parking allowed.

#### **Main Street Promenade (from Broadway to North Avenue)**

- Development footprints (requires public road vacation process).
- Pedestrian pathways and plazas.
- Landscape enhancements.
- Access for Fire and Emergency and Maintenance vehicles.

#### **Main Street (east and west sides from Broadway to Pacific Avenue)**

- Pedestrian Plaza along Broadway. No through traffic to Broadway.
- Two travel lanes – one lane in each direction south of the pedestrian plaza.
- Allow parking on both sides south of pedestrian plaza.

#### **Main Street (east and west sides from Pacific Avenue to Central Avenue)**

- Two travel lanes – one in each direction.
- Parallel and perpendicular parking allowed.

#### **North Avenue (south side from Main Street to Olive Street)**

- Four travel lanes – two lanes in each direction with turn lanes.
- No on-street-parking allowed.

#### **Pacific Street (north and south sides from Main Street to Olive Street)**

- Two travel lanes.
- Parallel parking allowed.

#### **Olive Street (east side from Civic Center District to North Avenue)**

- Four travel lanes – two lanes in each direction.
- Turn lanes.
- Parallel parking allowed.

#### **Central Avenue**

- Two travel lanes – one lane in each direction.
- Parallel parking allowed.

#### **School Lane**

- Two travel lanes – one lane in each direction.
- Parallel parking allowed.

## **B. Transit**

### **B.1 Existing Conditions**

The Downtown Specific Plan Area has a comprehensive mix of public transit services, consisting of the San Diego Trolley and local bus routes. The current circulation patterns for the transit services and pre-emption of traffic signals by the Trolley contribute to congestion in the downtown area. Currently, the local bus stops situated south of Broadway on Main Street, away from the existing Trolley station, creates both pedestrian and vehicle congestion at the rail crossing at both Broadway and Lemon Grove Avenue.

### **B.2 Proposed Transit Standards and Phasing**

The current pre-emption of traffic signals by the Trolley at the two critical intersections of Broadway/Lemon Grove Avenue and Lemon Grove Avenue/Lemon Grove Way creates significant traffic congestion, traffic progression,

and pedestrian safety problems. The preemption of the traffic signals at these intersections sever the critical proposed pedestrian and vehicular linkages within the Village Core that are necessary for the success of the transit-oriented development and higher residential densities proposed by this Downtown Village Specific Plan, and the long-term viability of Lemon Grove's Smart Growth planning efforts. Left unresolved, these traffic congestion and pedestrian safety problems will severely limit the ability of the City to implement the Downtown Village Specific Plan. In order to minimize these adverse impacts resulting from the operation of the Trolley in Lemon Grove, and until the grade separation of the Trolley line can be achieved, it is imperative that the Trolley be controlled by traffic signalization at both of these crucial intersections. The Trolley can no longer be the highest priority traffic at these intersections and the current traffic signal preemption by the Trolley and the resulting congestion and traffic and pedestrian safety problems must be eliminated for this Specific Plan to be successful and for the future viability of downtown Lemon Grove.

- The bus stops and Trolley station should be integrated to allow for a multi-modal opportunity. The emphasis will be on providing multi-modal opportunities to higher density residential within walking distance to an integrated Trolley station and bus stop. The initial phasing of the Downtown Village Specific Plan requires a local bus stop to be relocated to the proposed site. To make pedestrian access between the eastbound bus passengers and Trolley passengers the most convenient, a primary decorative pedestrian crossing on Broadway would be to the west side of the Trolley tracks.
- A critical long-term solution for the enhancement of the Downtown Village Specific Plan automobile, pedestrian, and transit mobility is the grade separation of the San Diego Trolley. The plan requires a long-term goal for the City of Lemon Grove to work with MTS to lower the Trolley along Lemon Grove Avenue to travel beneath

Broadway and the portion of the future North Avenue that provides access to Highway 94.

## C. Pedestrian/Bicycle Circulation

### C.1 Existing Conditions

The following is a discussion of the existing pedestrian circulation in the project area, particularly at the Broadway / Lemon Grove Avenue intersection.

The existing Lemon Grove downtown village center has potential for substantial pedestrian circulation. SANDAG records show that Lemon Grove Trolley station is the 3rd most active stop on the Orange Line in terms of passenger on-off activity. This indicates that pedestrians are embarking and disembarking in relatively large numbers at this location. In addition to the Trolley, two bus lines (856/936) have stops within 2 blocks of the Trolley station.

Broadway east of Lemon Grove Avenue has a high concentration of local businesses including restaurants, merchandisers and services, while Lemon Grove Avenue south of Broadway has several national chain stores. All of these factors combine to create a high level of commuter/consumer services that encourage pedestrian activity.

The largest obstacle to both pedestrian and traffic circulation in the downtown village is the at-grade crossing of the San Diego Trolley Orange Line with Broadway. Impediments to pedestrian circulation include restricted access north-south across Broadway at Main Street west of the tracks, and blocking of east-west traffic across Lemon Grove Avenue when a Trolley arrives due to signal operations being preempted by the Trolley.

Pedestrians are prohibited from crossing north-south across Broadway at Main Street because of geometric considerations with vehicular traffic. To cross on the west side of Lemon Grove Avenue from the Trolley Station north of Broadway to bus stops south of Broadway, the pedestrian must cross east across the Trolley



tracks, south across Broadway, then west back across the tracks. This inconvenient circulation pattern is compounded by the high traffic volumes on both Lemon Grove Avenue and Broadway, which result in long waits for pedestrian crossings. As a result, many pedestrians simply jaywalk from one side of Broadway across to the other. An alternative solution to eliminate the temptation for bus passengers to jaywalk cross Broadway at Lemon Grove Avenue and Main Street would be the relocation of the bus stop on Main Street south of Broadway to the southeast corner of Broadway and Lemon Grove Avenue (Interim Integrated Transit Station Circulation). The future grade separation of the Trolley from Broadway will resolve this problem.

A second undesirable situation for pedestrians is the preemption of east-west traffic on Broadway by the Trolley. When a Trolley is approaching, the signal on Lemon Grove Avenue quickly turns red, while eastbound traffic on Broadway receives the green light so that the tracks can be cleared. If a pedestrian is crossing Broadway at Lemon Grove Avenue when a Trolley arrives, the signal will quickly change from green to red, potentially stranding pedestrians in the crosswalk. While this may not occur regularly, it is an unsafe situation, and unavoidable with the current at-grade crossing. The elimination of traffic signal preemption by the Trolley would significantly reduce traffic congestion, increase pedestrian safety and allow direct pedestrian crossing of Broadway at Main Street. The likelihood of achieving elimination of the trolley preemption has required that the City consider other solutions and the relocation of the pedestrian path to the west side of the tracks appears to be the only immediately feasible solution. The future grade separation of the Trolley from Broadway will also resolve this problem.

Located both south and east of the Lemon Grove Avenue/Broadway intersection are the national retailers and other local businesses. Sidewalks are provided on east side (northbound) of Lemon Grove Avenue near the national retailers. The pedestrian is separated from the retailers by large parking areas, which prevents the

provision of a functional and pleasant pedestrian experience.

The local retailers along both sides of Broadway have pedestrian thoroughfares directly along the frontage of their businesses. While the long, uninterrupted pedestrian thoroughfares along both sides of Broadway have desirable characteristics, the city found that there were only two safe locations to cross Broadway at a protected (signalized) location: Lemon Grove Avenue and Grove Street. The city recently installed a protected mid-block crosswalk between these two streets greatly enhancing pedestrian circulation in this district.

The City of Lemon Grove has implemented the General Plan by designating a Class II Bicycle Lane on Lemon Grove Avenue and a Class II Bicycle Lane and Class III Bicycle Route on Broadway within the Downtown Village Specific Plan.

## **C.2 Proposed Pedestrian/Bicycle Circulation Design Standards**

Streets in the Downtown Village provide for pedestrian circulation throughout the area and will provide access from the transit station and parking spaces to businesses and other downtown destinations. The improvement standards for pedestrian circulation are as follows.

### **Broadway**

- Sidewalks adjacent to right-of-way on both north and south sides. Allow outdoor uses of public sidewalk that provide for a minimum of 5 feet of unobstructed sidewalk width.
- Enhanced pedestrian crosswalks at Lemon Grove Avenue, Olive Street, and Grove Street intersections.

### **Lemon Grove Avenue**

*(east and west sides from Lincoln Street to Golden Avenue)*

- Sidewalks adjacent to right-of-way on east side.



- Enhanced pedestrian crosswalk at Central Avenue.

*(east and west sides from Golden Avenue to North Avenue)*

- Sidewalks adjacent to right-of-way on east side. Allow outdoor uses of public sidewalk that provide for a minimum of 5 feet of unobstructed sidewalk width.
- Enhanced pedestrian crosswalks at Broadway.

**Lester Avenue**

- Sidewalks adjacent to right-of-way on both sides.
- Enhanced pedestrian crosswalks at Lemon Grove Avenue and Grove Street, and one lighted mid-block crosswalk (could be raised).
- Provide bulb-out sidewalk to reduce street width at mid-block pedestrian crosswalk.

**Golden Avenue**

*(north side from Lemon Grove Avenue to Kempf Street)*

- Sidewalk adjacent to right-of-way on north side.
- Enhanced pedestrian crossing at Lemon Grove Avenue and raised pedestrian crossing at School Lane.

*(south side from Lemon Grove Avenue to School Lane)*

- Sidewalk adjacent to right-of-way on south side.
- Enhanced pedestrian crossing at Lemon Grove Street and raised pedestrian crossing at School Lane.

- Bulb-out sidewalk to reduce street width at pedestrian crosswalks.

**Grove Street**

- Sidewalk adjacent to right-of-way on west side. Allow outdoor uses of public sidewalk that provide for a minimum of 5 feet of unobstructed sidewalk width.

**Kempf Street**

- Sidewalks adjacent to right-of-way on west side. Allow outdoor uses of public sidewalk that provide for a minimum of 5 feet of unobstructed sidewalk width.

**Main Street (east and west sides from Central Avenue to Pacific)**

- Provide 20-foot wide sidewalk adjacent to right-of-way on west side. Allow outdoor uses of public sidewalk that provide for a minimum of 5 feet of unobstructed sidewalk width. No sidewalk on east side.

**Main Street Promenade (~~east and west sides~~ from Broadway to North Avenue)**

- Development footprints (requires public road vacation process).
- Pedestrian pathways and plazas.
- Landscape enhancements.
- Access for Fire and Emergency and Maintenance vehicles.
- Incorporate shared bike and pedestrian paths with appropriate signage and bike racks.

**Main Street (east and west sides from Specific Plan Boundary to Central Avenue)**

- Provide 15-foot sidewalk adjacent to right-of-way on west side.

**North Avenue**

- Sidewalk adjacent to right-of-way on both sides.



## **Pacific Avenue**

- Sidewalks adjacent to right-of-way on both north and south sides. Allow outdoor uses of public sidewalk that provide for a minimum of 5 feet of unobstructed sidewalk width.
- Raised or enhanced pedestrian walkways at Main Street.

## **Olive Street**

- Sidewalk adjacent to right-of-way on east side.

## **Central Avenue**

- Sidewalk adjacent to right-of-way on north side.
- Enhanced pedestrian crossing at Lemon Grove Avenue and raised pedestrian crossing at School Lane.
- Bulb-out sidewalk to reduce street width at pedestrian crosswalks.

## **School Lane**

- Sidewalk adjacent to right-of-way on west side.

## **C.3 Bicycle Plan**

Continue Implementation of the Lemon Grove Bikeway Master Plan Update adopted by the City Council on November 7, 2007. The design and construction of the Main Street Promenade and contiguous developments will incorporate shared bike and pedestrian paths with appropriate signage and bike racks.

## **D. Parking**

An important issue to the revitalization of the Downtown Village Specific Plan is the provision of an adequate supply of parking for both commercial and residential development. At the same time, it is important to develop parking

standards that recognize the unique opportunity for transit-oriented development.

## **D.1 Existing Conditions**

A parking study was prepared as part of the Lemon Grove Downtown Specific Plan process.

A parking inventory of available public-spaces (both curbside and lots) was conducted within the project area. Table 4 shows the existing parking supply within the project area for both curbside parking on public streets and public parking lots.

## **D.2 Proposed Parking Design Standards**

### *Design Standards for Parking Spaces*

- All parking spaces shall have a minimum size of 8.5 feet wide by 18 feet long. Add 6 inches to the width for each side of the stall that abuts a wall, column, or other immovable obstacle.
- Tandem spaces could be considered for parking lots with assigned employee parking or valet parking associated with a restaurant use.

### **Aisle Widths**

- Two-way aisles for 90 degree parking shall be at least 24 feet wide, unless there is a greater requirement for fire lanes. Lesser widths are possible for angled parking and one-way aisles.

### **Driveway Widths**

- Residential driveways should be between 16 and 30 feet wide (plus flares), with the greater width being for driveways with daily volumes expected to exceed 1000 vehicles. The greater width is also needed if there is no curbside parking and vehicles are entering the driveway from a position adjacent to the curb.

**Table 4. Existing Parking Supply**

Street Name	Street Section	Side	Supply
Lemon Grove Avenue	Lester Ave - Broadway	East	7
	Broadway – Golden Ave	East	5
Broadway	Lemon Grove Ave – Grove St	South	64
	Lemon Grove Ave – Grove St*	North	66
Main Street	Lemon Grove Ave – Broadway	East	18
	Lemon Grove Ave – Broadway	West	34
	Broadway – Central	East	46
	Broadway – Central	West	31
Lester Avenue	Lemon Grove Ave – Grove St	South	21
Pacific Avenue	Olive St – Main St	South	9
<b>CURBSIDE TOTAL</b>			<b>301</b>
<b>Public Lot on Lester Avenue</b>			<b>103</b>
<b>Public Lot on Main Street (Library Lot)</b>			<b>49</b>
<b>Total Parking Supply</b>			<b>453</b>

\* Located on private property

Commercial and office driveways shall be 30 feet wide minimum (plus flares).  
Signalized driveways may also be wider.

### ***Street Parking***

The Street Improvement Standards in section C.2 of this Specific Plan provide for the continuation of existing and creation of additional street parking spaces.

Angle parking will be considered on-street, depending on the street width and volume. Parking meters should be considered along Broadway, Main Street, and other streets to discourage employee parking and to encourage parking turnover.

Additional on-site parking will also be created for new or redevelopment projects. New parking areas shall be located and accessed as follows.

### **Village Core**

- **Broadway & Lemon Grove Avenue -** Parking shall not be located fronting the street. It should be located in parking structures above grade or below ground or at grade in the rear of the lot behind the building. Access shall only be from the rear or side street.
- **Golden Avenue -** Parking may be located adjacent to Golden Avenue when buffered with landscaping a minimum of 4 feet in width.
- **Grove Street & Kempf Street -** Parking shall be located only in the rear of the lot behind the building. Access to parking behind building may be from taken from Grove Street.

### **Main Street Promenade**

- **Broadway, Main Street and Pacific Avenue -** Parking shall be located in the rear of the lot or underneath the building. When feasible, access shall only be from Olive Street or North Avenue.
- **Olive Street and North Avenue -** Parking may be located adjacent to Olive and North Streets when buffered with landscaping a minimum of 4 feet in width.

### **Civic Center**

- **Main Street -** Parking shall be located only in the rear of the lot behind the building. Access to parking may be from Main Street, Central Avenue or Olive Street.
- **Olive Street and Central Avenue -** Parking may be located adjacent to Olive Street and Central Avenue when buffered with landscaping a minimum of 4 feet in width.

### **Marketplace**

- **Lemon Grove Avenue, School Lane, Central Avenue and Golden Avenue -** Parking may be located adjacent to the street





when buffered with landscaping a minimum of 4 feet in width.

- **Corner of Lemon Grove Avenue & Central Avenue** - Parking for the building at the corner of Lemon Grove Avenue and Central Avenue shall be located behind the building. Access to parking behind building shall be from Central Avenue.

## E. Public Signage

### E.1 Directional Signage

Visitors approaching the various districts within the Specific Plan area will need easily recognizable directional signs to help them locate important destinations. It is very important that these signs are graphically interesting, unique public signage and used in the commercial districts. It is recommended that all new Public Signage signs incorporate a designed logo that identifies the overall area of Downtown Lemon Grove.

With four Districts located in close proximity to each other, it is easy to over complicate the amount of directional signage required to effectively work within Downtown Lemon Grove. A two-layered system of directional signage should be considered: 1) Signage on State Route 94, 2) Signage that effectively guides motorists to parking destinations (and to the Civic Center District), and 3) signs that encourage pedestrian activity. The goal is to get drivers out of the car quickly upon arrival, thus reducing auto traffic and promoting pedestrian activity. Design criteria include those for automobiles, bicyclists, and for pedestrians.

The intent of auto directional signage should be to direct traffic to public parking lots once traffic enters the Downtown Village area to encourage pedestrian activity and reduce traffic on key corridors.

Automobile directional signage design criteria include:

- Directional signs for autos shall be placed at major District entry points and primary circulation centers such as intersections.
- Directional signage should be easy to locate, read and understand. Signs should be simple in design, and not visually compete with the surrounding context.
- Directional signage shall have easy to read letters using standard serif font set against a contrasting background.
- To simplify the amount of directional signs needed for autos, the following signs are recommended:
  1. Primary access routes to public parking lots
  2. Directional signage to the Civic Center & Public Safety Buildings
  3. Directional signage to the Village Core
- The design and materials for directional signs should support the overall character and identity of a “main street” downtown. However, signs shall be made of durable materials, easy to maintain and shall be vandal proof.

Pedestrian directional signage design criteria include:

- Directional signage should be easy to locate, read and understand. Signs should be simple in design, and not visually compete with the surrounding context.
- Pedestrian directional signs shall be placed at major District entry points and primary circulation centers such as plazas, paseo entries into a District, bus stops, Trolley Station, and public parks.
- Directional signage shall have easy to read letters using standard serif font set against a contrasting background.

- Pedestrian directional signs shall be human scaled, utilizing warm and inviting materials and design.
- The design and materials for directional signs should support the overall character and identity of a “main street” downtown. However, signs shall be made of durable materials, easy to maintain and shall be vandal proof.

## **E.2 Parking Signage**

Parking signage directs users to parking areas and indicates the nearby activity. Working in conjunction with directional signage criteria for autos listed above, parking signage provides recognizable icons that quickly identify public parking lot locations.

- Parking signage shall be easy to locate, read and understand. Signs should be simple in design, and not visually compete with the surrounding context.
- Parking signage shall coordinate with directional signage in design, materials and colors.
- Parking signage shall have easy to read letters using standard serif font set against a contrasting background.

## **E.3 Street Signage**

Street signage in the Downtown Village Specific Plan area should reinforce the area’s identity as being unique within the City of Lemon Grove.

- Street signage shall be easy to identify and read. Signs should be simple in design, and not visually compete with the surrounding context.
- Street signs shall coordinate with and overall signage theme.

- Street signs shall have easy to read letters using standard serif font set against a contrasting background.
- Map signs to orient visitors arriving at the future Integrated Transit Center shall be provided.

## **E.4 Identity Monument Signage**

Identity monument signs within a community help establish a community’s “center,” strengthen its identity, and creates a landmark within Downtown.

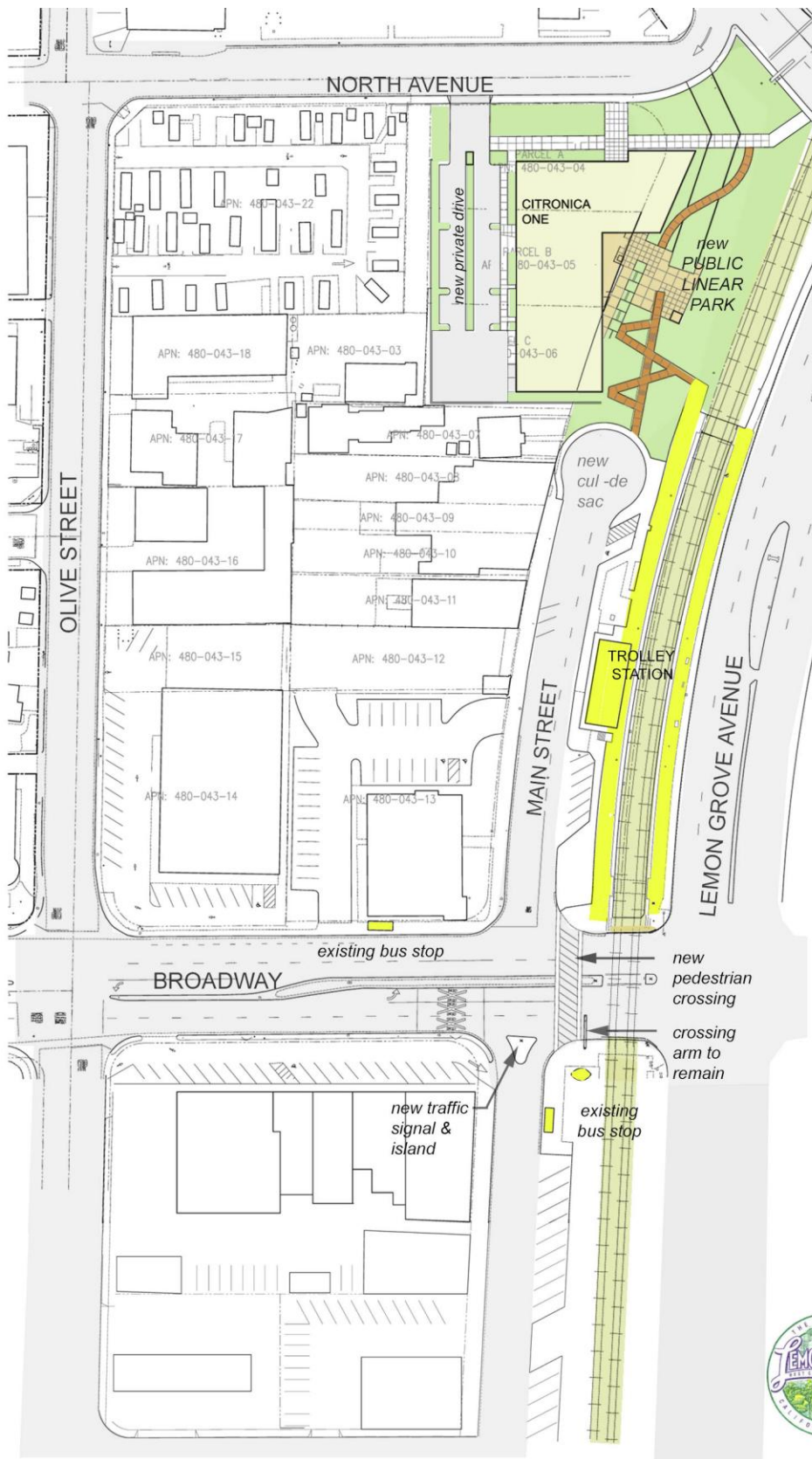
For Downtown Lemon Grove, it is recommended to locate a new identity monument sign at the existing center mid-block median at Broadway (see signage diagram). The plaza enhancement around the existing Lemon Monument will serve to emphasize the “heart” of the Downtown area.

The existing Lemon monument should remain in at this location, serving as a “historic marker” within the Main Street Promenade District of Lemon Grove.

Guidelines for future identity monument options are:

- Monument signage should be clearly visible both day and night from passing cars.
- Monument signs shall be accentuated with landscaping to distinguish it from secondary points of entry.
- The sign base shall be double-sided and should not have a height greater than 18-20’ or lower than 15’.
- Sign shall not encroach into the public right-of-way and shall be protected from vandalism and damage.





INTERIM MAIN STREET PROMENADE





ULTIMATE MAIN STREET PROMENADE 

